

**Amendments to the Claims:**

Please replace claims 1 to 10 as presented in the underlying International Application No. PCT/IB2004/003751 with the following claims. This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

Claims 1-10 (canceled).

Claim 11 (new): A method for controlling the feeding of a web substrate into a printing press comprising the steps of:

feeding the web substrate with a web tension into the printing press; specifying a printing length to be achieved;  
determining a current printing length of the printing press; and  
varying the web tension by varying a length of the web substrate fed during one time interval as a function of a deviation of a current printing length from the printing length to be achieved.

Claim 12 (new): The method as recited in claim 11 wherein determining the current printing length includes calculating the current printing length based on at least one measurement of an angular velocity of a blanket cylinder and of the length of the web substrate fed during one time interval.

Claim 13 (new): The method as recited in claim 12 wherein calculating the current printing length includes taking a plurality of measurements and averaging a plurality of results.

Claim 14 (new): The method as recited in claim 12 further comprising calculating the length of the web substrate fed during one time interval based on a measurement of an angular velocity of a feed roller.

Claim 15 (new): The method as recited in claim 11 wherein varying the length of the web substrate (12) fed during one time interval includes varying the angular velocity of a feed roller.

Claim 16 (new): The method as recited in claim 11 wherein a relationship between the web tension and the current printing length is a linear relationship.

Claim 17 (new): The method as recited in claim 16 further comprising parameterizing the linear relationship as a function of a type of printing substrate or a type of rubber blanket used.

Claim 18 (new): A device for controlling the feeding of a web substrate into a printing press comprising:

- an actuator for adjusting the length of web substrate to be fed during one time interval;
- a computer for calculating a driving of the actuator;
- a memory unit of the computer; and
- a program stored in the memory unit;

the program having at least one part executing a control of the device in accordance with the method as recited in claim 11.

Claim 19 (new): A rotary press comprising:

- an unwind unit;
- a plurality of print units; and
- at least one device as recited in claim 18.

Claim 20 (new): A rotary press for processing a plurality of web substrates comprising:

- a plurality of unwind units;
- printing towers having a plurality of print units, and
- a device as recited in claim 18 for each of the web substrates.